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 Still different, always better
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I, Tejasvi S Sharma, hereby declare that all particulars given above are true to the best of my knowledge and belief.

Sd./

(Tejasvi S Sharma)
 Publisher & Editor-in-Chief

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We are expanding into more geographies



TMT bars market is expected to rebound and production as well as consumption will grow, says

SUNIL KUMAR AGARWAL, Director, Kamdhenu Group

How is the market for TMT bars shaping up in India?

There is a major thrust on infrastructure development to accelerate economic growth in the country. Demand for TMT bars from construction, engineering and other sectors are also increasing, which will push up domestic steel consumption. TMT bars market is expected to rebound and production as well as consumption will grow. CARE Ratings in a report indicates consumption of steel to jump to 111 million tonnes (mt) in 2022. The Indian TMT bars/steel sector presents exciting opportunities and as per the National Steel Policy 2017, domestic per capita steel consumption is also projected to reach 160 kg by 2030 from 74.7 kg in the year 2019-20.

What are the key takeaways for the TMT bars sector in Budget 2022-23?

The key takeaways from this year's budget are the focus on developing core infrastructure as the foundation for economic growth. The manufacture and consumption of construction materials will grow as demand for raw materials will rise. TMT Bars sector in particular will gain from this focus on infrastructure development as it is a key material for construction.

Can you please share your product portfolios? Which is the largest selling product in your kitty?

Our wide range of products caters to various kinds of structural, aesthetic and luxury requirements in construction and is growing by doing brisk business. Kamdhenu Nxt is a next generation TMT bar with angular double rib design. Manufactured with cutting edge technology which is at par with the futuristic national and international quality standards, Kamdhenu Nxt is best suited for modern architectural patterns and designs meant for newly engineered structures. KAMDHENU PAS 10000, this state-of-the-art power alloy steel product conforms to BIS and international quality standards. PAS 1000 has superb corrosion-resistant properties and anti-degradation properties. With 360 degree locking technology it offers effective earthquake resistance and also comes with innovative ribs for ultra-strong grip with concrete. We manufacture a variety of structural steel under franchisee agreement. High quality angles, channels, beams, flats, round & square are manufactured at partner's facilities.

TMT bars sector in India is largely unorganized. What are your plans to increase your market share?

We operate a franchisee based model where we provide technical and operational knowhow to TMT bar manufacturers to enhance the quality standard of their products. This model has the unique benefit of bringing in independent manufacturers into the organized fold. By enhancing the quality of the products and taking care of marketing under our brand name, Kamdhenu is high on the list of preferred

Which sector are you banking on for maximum revenue in FY 2022-23?

Both steel products and paints command significant demand in the market. TMT Steel products have been the key contributor to our revenues and we are looking to demerge the paint business so that we can better cater to the increasing demand for paint products. Paints as a sector is growing at 18-20% annually and we are looking to capture a significant portion of that demand.



brands in many markets and we are also expanding our footprint and market share in more markets at a pace which otherwise would have been impossible.

How are you integrating sustainability with your products?

At Kamdhenu, we have adopted the latest and most sustainable production process and we are passing on the same knowhow to our franchisee partners. By taking in small manufacturers under our wings and helping them adopt modern techniques and process we not only help them enhance the quality of their product, we also helped them enhance their production capacity while minimizing waste.

What are your growth plans for your organization for the next three years? Is there any expansion or new product launch in the offing?

The demerger of paints business into a separate entity will lead to significant growth in the business. The process for demerger is progressing smoothly. Our range of quality products in the steel TMT sector already commands a leading position in the markets where we are present in. We are stepping up our efforts at expanding into more geographies. We will look at launching new products into the market depending on emerging demand and in-line with our growth strategy.

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